

Report on video Ecology

During the school year we were asked to participate in the project “Comenius Society and Youth in Europe”, which is in the POF (piano dell’offerta formativa) in our school. The task was to create an advertisement on ecology, an issue that belongs to the project. At the beginning we didn’t want to participate in the project, but later we decided to accept our IT teacher’s invitation and started to create a video.

During the lab hours, we saw some ads on ecology and our attention was drawn by the videos with music, lyrics and pictures.

For the creation of the video we used Magix Video Deluxe 2008 a software for creating videos.

In our ad there are some pictures and videos downloaded from websites like www.uomoplanetario.org dealing with the environment.

The first part is taken from the musical clip by a german alternative metal group, The Rammstein (“Ohne Dich” November 2004).

The pictures have been chosen to highlight the causes and effects of industrial, petrochemical and nuclear pollution of the environment.

Our target was to send a clear and explicit message to the viewers, with the aim of making people understand that their wrong lifestyle, they run the risk of destroying the environment irreparably.

Regarding the music we chose “Escape” a soundtrack by the Scottish composer Craig Armstrong. Due to its rhythm it helped to emphasize the sequence of the scenes.

The video ends with the image of a vortex and the darkening of the sky, aiming at telling people about the “how” and the “where” the world will go, maintaining the same lifestyle.

The main difficulties we faced during the making of the video, were about the choice of the images and their sequences, a main step to put across the message.

The video has been amended several times to try to make it more pregnant, efficient and clear and direct, respecting the limits imposed on us for the duration (1 minute) and the size (20Mb), without sacrificing the content.

Leroy Battistel

Mattia Cividino

ITC A. Zanon - Classe 5DL liceo a.c. – a.s. 2010/2011